

SUMMARIZED MINUTES
WESTWORLD SUBCOMMITTEE
PUBLIC MEETING
Friday, February 22, 2008



Monterra at WestWorld
16601 North Pima Road
Scottsdale, AZ 85260

Call to order at 9:10 a.m.

Roll Call

Members Present: Subcommittee Chair Drake
Committee Member Nelssen
Committee Member Littlefield arrived at 9:15 a.m.

1. Approve Minutes from December 13, 2007 meeting

Motion was made by Committee Member Nelssen and seconded by Committee Chair Drake with no objections.

2. WestWorld Activity Update – Brian Dygert

Since we met last, WestWorld has hosted 7 equestrian and 3 non-equestrian events. January 2008, we hosted the Barrett Jackson Auto Auction and the AZ Sun Country Circuit Quarter Horse Show.

The Barrett Jackson event grossed \$88 million in sales, sold 1163 classic cars, and aired for 39 hours on SPEED channel. Barrett Jackson had 325 retail vendors, 283 registered media people, and bidders from 50 states and 11 foreign countries.

Mr. Dygert noted Barrett Jackson's attendance was 280,000 and they sold 100% of consigned cars.

The Sun Country Circuit's stall numbers were down. This was attributed to lack of hotel room availability during Super Bowl Week.

3. CIP Update – Dan Worth (Corey Lew presented)

A WestWorld CIP Project list was given to the Subcommittee. See Attachment A. Mr. Lew presented the list of projects.

Committee Member Nelssen asked if the new lighting in Equidome Arena is operational. Corey Lew said it is not, but will be after switching is installed.

Committee Member Nelssen also asked if the interior fencing being installed met the new City ordinance requirements. Dan Worth stated the requirements pertained to construction fencing, not interior fencing. The fencing at WestWorld does not require draping.

4. Operating Budget & CIP Recommendations 08/09 – Brian Dygert

Mr. Dygert stated that even after purchasing machinery for the grounds, WestWorld will have a projected 5% savings in its Operational Budget for 07/08. However, the 08/09 Operational Budget is projected for a 3% increase due to payroll for City staff and two labor contracts.

In addition to the Capital projects presented by Corey Lew, Mr. Dygert explained he has an aggressive plan for improving footing in the arenas over the summer. This is a necessary improvement and will be completed with no additional funding from the City.

5. Rates and Fees – Brian Dygert

Mr. Dygert presented an information sheet to the Subcommittee. See Attachment B. Mr. Dygert is asking for "spot specific" 10% increases instead of an overall increase. This increase will cover some of the costs which have been passed on to WestWorld, since our revenues remain flat.

Mr. Dygert explained the rates for the WestWorld arenas fall short for what they have to offer. He noted the highest increase for arena usage will be \$25/day.

The increase for the Polo Field is due to the high retail demand and will help with the continual maintenance necessary to keep the field in service.

Stall rental fees will not increase. Both the cost of labor and the cost to haul the manure have increased and this demand has not been adjusted. This 10% increase will help WestWorld recover a portion of these expenses.

The 10% increase for RV spaces will also cover continuing costs for maintenance in RV lots.

The labor per hour increase, from \$15.00/hour to \$16.50/hour will recover a portion of the \$20.63/hour labor costs which WestWorld pays.

Mr. Dygert was asked how much this will affect the Users. He explained that for the big shows, labor costs are significant. However, he will be addressing the current rate and fee structure this summer.

He believes he can streamline the fee schedule, which will make it easier for events to be more aware of their costs and manage accordingly.

Committee Member Nelssen said he had been approached by a few groups asking about different uses, and possible new revenue sources, for the Polo Field: Little League baseball fields during the spring/summer and/or for inventory parking for local auto dealers. It was decided the Polo Field could not endure this type of use and still be ready for use in the fall.

Committee Member Littlefield stated the question whether WestWorld should make money or be subsidized was ongoing and is a policy decision for the City Council.

Committee Chair Drake asked that the Rate and Fee Proposal be sent to the Users for their feedback. She asked Users to contact Brian Dygert with their questions and comments.

6. Master Plan Update – Brian Dygert

Mr. Dygert gave a summary of the February 19, Master Plan Update meeting. He referred to the CIP list handed out previously. In addition to the items included on that list, Users talked about redoing the footing in Wendell Arena, adding portable round pens for longeing during shows, and the possibility of adding arenas to the facility for event growth.

Mr. Dygert said the Wendell Arena footing will be reworked Summer 2008 by staff and purchasing portable round pens is a real possibility that can be done with the current WestWorld budget. The prospect of adding arenas is something Mr. Dygert will research for future meetings. The staff will also try to rebuild Arena 5 footing Summer 2008.

WestWorld will be scheduling additional Master Plan meetings in the near future. During these meetings, possible ongoing uses for the 17 acres will be discussed. In addition, goals for WestWorld will be addressed to determine if the goals in the Master Plan Update remain the same or should be updated.

Committee Member Drake suggested WestWorld finish the projects that are in progress before we add new projects: Two exceptions being the Brett's Barn upgrades and ADA accessibility to the Equidome Arena.

7. High Noon Auction – Brian Dygert

Brian Dygert contacted Joseph Sherwood, partner in the High Noon Auction, to inquire if they would consider relocating to WestWorld. Unfortunately, the dates (late January) Mr. Sherwood gave Brian will not work with WestWorld's existing event contracts. Mr. Dygert assured Mr. Sherwood that Scottsdale does meet their demographics and the City would be very happy to host their event at WestWorld if they can change their dates.

Committee Member Littlefield asked what the High Noon Auction was. It was explained the auction sells high end western memorabilia including antiques and collectables.

Committee Member Nelssen would like to see this event at WestWorld. He does not want to lose an opportunity to make this work and will work together with Brian Dygert on possibilities.

Public Comment

Bill Clark, North Scottsdale Polo Club, uses the Polo Field for their polo matches. He was appreciative that WestWorld rerouted traffic to and from the Polo Field during the Barrett Jackson Auction. However, he is very concerned that there are too many events scheduled for the Polo Field which makes it difficult for the grass to recover from the heavy use. He proposed that WestWorld book non-equestrian events on the field at least four to six weeks apart.

Mr. Clark feels that even though WestWorld is working to maintain the quality of the field the surface gets harder every year. He stated he does not have a problem with a rate increase for the field, but let the benefits equal the increase in cost.

Susan Davies, Fiesta Cluster Dog Show, echoed Bill Clark's praise on the condition of the field. She also wanted to thank Brian for working so hard to keep the field in good shape.

Brian Dygert stated that it was actually Casey McDonald of Barrett Jackson that made traffic flow changes for Barrett Jackson. Mr. Dygert stated that working with Casey made the changes easy.

Committee Member Nelssen asked if the drainage issues on the field have been alleviated. Mr. Dygert stated they identified and cleared the drain lines which are now operating well. Two key areas remain that will be addressed in Summer 2008 to complete the efficiency of the surface drainage. Mr. Dygert also noted he is working with other agencies that grow/maintain grass areas for ideas on maintenance for the Polo Field.

Committee Member Drake stated the Parks Department is working with the Salt River Project (SRP) on the use of low water turf. She told Brian Dygert that she would forward the name of the contact at SRP for him to use.

Committee Chair Drake suggested we address Polo Field issues at the next meeting.

ADJOURN PUBLIC MEETING

With no further business to discuss, the Public Meeting was adjourned at 10:12 a.m.

SUBMITTED BY:

Gloria Storms Ruiz

Gloria Storms Ruiz

REVIEWED BY:

Betty Drake

Council Member Drake
Chair

Officially approved by the WestWorld Subcommittee on

4/18/08

WestWorld CIP Projects

Item	Budget 07/08	Budget Request 08/09	Status Comments
WestWorld Equidome Lighting	\$230,000		95% Complete
WestWorld PA System	\$200,000		99% Complete
WestWorld Tent Improvements	\$1,500,000		Complete
WestWorld Bleachers	\$110,000		Purchase Spring 08
WestWorld Show Offices and Restroom	\$709,000	\$300,000	Design 60% Complete
WestWorld 7 Horse Barns, Telecom & Connectivity	\$4,767,000	\$861,600	Design 60% Complete
WestWorld Fencing	\$85,000		In process - North of Tent and K Lot Complete
WestWorld Horse Barn Repairs	\$140,000	\$140,000	Summer 2008
WestWorld Parking Improvements	\$948,000		Bahia Loop Paved - Millings Applied
WestWorld Shading	\$140,000		Funded - Further Discussion Needed
WestWorld Brett's Barn		\$355,000	Design/Construction 08/09
WestWorld Equidome ADA Accessibility		\$150,000	New Project
Subtotal	\$8,829,000	\$1,806,600	
Amenities at Arena 8	\$520,000	Not funded	Needs to be prioritized
Cover Arena 8	\$2,000,000	Not funded	Needs to be prioritized
Cover Arena 7	\$1,280,000	Not funded	Needs to be prioritized
WestWorld Multi-Purpose Building	\$80,000,000	Not funded	Needs to be prioritized
Construct permanent farrier location	\$115,000	Not funded	Needs to be prioritized
Permanent Concessions Stand	\$930,000	Not funded	Needs to be prioritized
Subtotal	\$84,845,000		

WestWorld Rate and Fee Proposal

Item	Current Fee	Proposed Fee	Increase
Arena 3 & 5A (covered)	Move In Day: \$82.50/Warm Up Day: \$125.00/Event Day: \$250.00	Move In Day: \$90.75/Warm Up Day: \$137.50/Event Day: \$275.00	10%
Arenas 4, 5, 6, 7, & 8	Move In Day: \$54.78/Warm Up Day: \$83.00/Event Day: \$166.00	Move In Day: \$60.26/Warm Up Day: \$91.30/Event Day: \$182.60	10%
Arena 9	Move In Day: \$36.60/Warm Up Day: \$55.00/Event Day: \$110.00	Move In Day: \$39.93/Warm Up Day: \$60.50/Event Day: \$121.00	10%
Polo Fields East/West	Move In Day: \$363.99/Event Day: \$1103.00	Move In Day: \$400.39/Event Day: \$1213.30	10%
Stalls	Clean Out: \$5.00/Haul Off: \$7.50	Clean Out: \$5.50/Haul Off: \$8.25	10%
RV Spaces	Per Night: \$20.00	Per Night: \$22.00	10%
Labor	Per Hour: \$15.00	Per Hour: \$16.50	10%